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Journal Of Marketing Theory And Practice Impact Factor

Michael Kleinaltenkamp, Michael Ehret



Journal Of Marketing Theory And Practice Impact Factor:

Decolonizing Marketing Theory and Practice Hasan Gilani, 2024-11-22 In academic institutions worldwide the call to decolonize the syllabus curriculum and the entire university experience is growing louder and more urgent Yet the conversation must extend beyond blogs hashtags and social media trends This book dives deep into the critical need to challenge and transform the foundations of marketing education Addressing the urgent need for deeper conversations this book delves into the multifaceted process of decolonizing marketing theory and practice to foster a more inclusive field Through an insightful collection of contributions this book critically examines the entrenched roots of colonization capitalism and inequality urging us to move beyond simply adding non white authors and non Western case studies to the curriculum Decolonization should begin with a focus on inclusivity and equality progressing towards the recognition and exploration of diverse contexts and paradigms Through rigorous analysis and innovative perspectives this book identifies key areas in marketing pedagogy that require decolonization urging a move away from exclusionary practices and Western centric ideologies It identifies crucial areas where texts knowledge and contexts need to be decolonized advocating for a paradigm shift from a culture of exclusion and Western centric ideologies to one that embraces inclusivity and a broad range of philosophical perspectives from the non Western world Aimed at researchers and academics in the field of marketing this book offers a profound exploration of teaching and learning dynamics from a more inclusive and diverse perspective By fostering engagement with a wider audience it seeks to enrich the discourse around marketing education with a more nuanced and enriched perspective **Decolonizing Marketing Theory and Practice** is an essential resource for those committed to creating a more equitable and comprehensive understanding of marketing in a global context

Marketing Theory and Practice József Berács, 2004 This volume of the series was compiled by the heads of the marketing departments of Hungarian universities leading in the field of marketing education and research The authors of the studies and essays that make up this volume of the Transition Competitiveness and Economic Growth series dedicate the book to Professor Pál Tomcsnyi a member of the Hungarian Academy of Sciences on the occasion of his 80th birthday Professor Tomcsnyi's name in Hungary is the hallmark of the creation of scientific based marketing Hungarian Pál Tomcsnyi is what Philip Kotler is for the Americans Heribert Meffert for the Germans Peter Doyle for the British and Matthew Meulenberg for the Dutch This volume contains thematically grouped essays from the most outstanding Hungarian representatives of marketing science Part one deals with questions of marketing theory such as change of paradigm in the concept of marketing and the appearance of synergy and value in marketing relationships Part two deals

Influencer Marketing Lauren Gurrieri, Jenna Drenten, Crystal Abidin, 2024-12-16 Influencer marketing often gets touted as more authentic democratized credible and relatable than traditional marketing tactics But such hype glosses over its messy sociocultural dynamics and underlying disparities This book discusses and debates the complexities of influencer marketing casting a critical and interdisciplinary

lens on its practices consumption and far reaching societal impact Beneath the surface of likes shares and selfies lies critical questions around power imbalances tensions and transformations in a content driven marketplace How have historical economic and technological changes shaped the development and maturation of influencer marketing as a scholarly field and an industry practice Who attains the mantle of an influencer what attributes transcend traditional categorisations how are the complexities of identity portrayed through influencer culture and how do so called nontraditional influencers connect with audiences and disseminate their perspectives in unique ways How do evolving influencer audience relationships foster mutual benefits and potential pitfalls Influencer marketing has evolved from a marketing tactic to a cultural phenomenon It is shaped and is shaped by the currents of culture By bridging theoretical perspectives and crossing disciplinary boundaries the chapters in this volume advance the readers understanding of influencer marketing by bringing to life its complexities embracing its messiness and highlighting future potentialities The chapters in this book were originally published as a special issue of Journal of Marketing Management

Assessing the Different Roles of Marketing Theory and Practice in the Jaws of Economic Uncertainty Harlan E. Spotts, 2014-11-10 This volume includes the full proceedings from the 2004 Academy of Marketing Science AMS Annual Conference held in Vancouver Canada entitled Assessing the Different Roles of Marketing Theory and Practice in the Jaws of Economic Uncertainty It includes papers aimed to create awareness of the issues trends and advances associated with current marketing theories and practices Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field Volumes deliver cutting edge research and insights complementing the Academy's flagship journals the Journal of the Academy of Marketing Science JAMS and AMS Review Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science

Proceedings of the 2008 Academy of Marketing Science (AMS) Annual Conference Leroy Robinson, Jr., 2014-11-05 Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field Volumes deliver cutting edge research and insights complementing the Academy's flagship journals the Journal of the Academy of Marketing Science JAMS and AMS Review Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science This volume includes the full proceedings from the 2008 Academy of Marketing Science AMS Annual Conference

held in Vancouver BC Canada **A Research Agenda for Sales** Fernando Jaramillo, Jay P. Mulki, 2021-01-29 A Research Agenda for Sales presents a roadmap of the future of sales Eight recognized sales scholars discuss ideas that scholars are exploring and that firms can use for success in hypercompetitive markets with demanding customers Featuring original research and current developments in the field the chapters focus on critical topics and provide answers to important questions by company leaders and sales scholars *Human Factors Issues and the Impact of Technology on Society* Lum, Heather, 2021-05-28 Human factors are the scientific discipline concerned with the understanding of interactions among humans and other elements of a system and the profession that applies theory principles data and other methods to design to optimize human well being and overall system performance Human factor issues and the impact of technology on society is a topic that is only growing and it is essential that it is considered as technology becomes more present in our daily lives This not only impacts society now but is something to be considered for the future It is also incredibly important for those in the human factors profession to consider the impact of technology for their work and for the users they are helping design for Therefore this topic has immense impact and is important to study from a research perspective to advance the understanding of how technology works how we work and how we as humans work within the context of the technology we use Human Factors Issues and the Impact of Technology on Society examines the role of technology on society with a specific focus on human factors issues and how they are associated with and related to technology use in society A few highlighted topics within this book are digital health technologies learning technologies ethics in social technology ICT use in businesses and sustainability These topics are only a few of examples of how this book analyzes technology in all different facets of society making it ideal for a wide audience including human factors practitioners technologists sociologists policy makers teachers technology developers and designers business professionals ethicists researchers academicians students and anyone else seeking more information on how technology is impacting society through the viewpoint of human factors Trust and Brand Management Hanna Górska-Warsewicz, 2024-12-23 Trust and Brand Management covers the main topics of heritage based corporate brand management and its relationship to external factors and performance The benefits for readers of this book lie in several aspects knowledge of corporate brand management brand heritage and related concepts theoretical and practical foundations of brand management and brand heritage and empirically supported research on the relationship among brand heritage brand management practices antecedents and outcomes of heritage based corporate brand management This book consists of two parts The first part provides a literature review and theoretical and practical background on brand heritage its antecedents and outcomes brand management approaches and heritage based corporate brand management The second part presents the results of an empirical study as structural equation modeling to establish the relationship among brand heritage corporate brand management practices antecedents brand history culture identity and authenticity and outcomes of heritage based corporate brand management brand trust brand equity and performance In

addition the book includes 31 case studies of well known heritage brands presenting their history marketing communications development and positioning strategies The benefit for managers is the presentation of terms and specific tools related to corporate brand management in the market and customer outcomes *Research Anthology on Social Media Advertising and Building Consumer Relationships* Management Association, Information Resources,2022-05-13 Social media has become a key tool that businesses must utilize in all areas of their practices to build relationships with their customer base and promote their products This technology is no longer optional as those who do not take advantage of the many benefits it offers continue to struggle with outdated practices In order for businesses to flourish further study on the advantages social media provides in the areas of marketing and developing consumer relationships is required The Research Anthology on Social Media Advertising and Building Consumer Relationships considers best practices and strategies of utilizing social media successfully throughout various business fields to promote products build relationships and maintain relevancy This book also discusses common pitfalls and challenges companies face as they attempt to create a name for themselves in the online world Covering topics such as marketing human aspects of business and branding this major reference work is crucial for managers business owners entrepreneurs researchers scholars academicians practitioners instructors and students

E-Service: New Directions in Theory and Practice Roland T. Rust,P.K. Kannan,2016-09-16 The advent of the era of e Service the provision of services over electronic networks like the internet is one of the dominant business themes of the new millennium It reflects the fundamental shift in the economy from goods to services and the explosive expansion of information technology This book provides a collection of different perspectives on e Service and a unified framework to understand it even as the business community grapples with the concept It features contributions from key researchers and practitioners from both the private and public sectors as well leading scholars from the fields of marketing information systems and computer science They focus on three key areas the customer technology interface e Service business opportunities and strategies and public sector e Service opportunities The insights they offer will be equally useful to students scholars and practitioners *Marketing* Paul Baines,Chris Fill,Sara Rosengren,2017 Do you want to know how a quintessentially British brand expands into the Chinese market how organizations incorporate social media into their communication campaigns or how a department store can channel its business online What can you learn from these practices and how could it influence your career whether in marketing or not Marketing 4th edition will provide the skills vital to successfully engaging with marketing across all areas of society from dealing with skeptical consumers moving a business online and deciding which pricing strategy to adopt through to the ethical implications of marketing to children and being aware of how to use social networking sites to a business advantage In this edition a broader range of integrated examples and market insights within each chapter demonstrate the relevance of theory to the practice featuring companies such as Porsche Facebook and L Oreal The diversity of marketing on a global scale is showcased by examples that include

advertising in the Middle East Soberana marketing in Panama and LEGO's expansion into emerging markets Theory into practice boxes relate these examples back to the theoretical frameworks models and concepts outlined in the chapter giving a fully integrated overview of not just what marketing theory looks like in practice but how it can be used to promote a company's success Video interviews with those in the industry offer a truly unique insight into the fascinating world of a marketing practitioner For the fourth edition the authors speak to a range of companies from Withers Worldwide to Aston Martin the City of London Police to Spotify asking marketing professionals to talk you through how they dealt with a marketing problem facing their company Review and discussion questions conclude each chapter prompting readers to examine the themes discussed in more detail and encouraging them to engage critically with the theory Links to seminal papers throughout each chapter also present the opportunity to take learning further Employing their widely praised writing style the authors continue to encourage you to look beyond the classical marketing perspectives by contrasting these with the more modern services and societal schools of thought while new author Sara Rosengren provides a fresh European perspective to the subject The fourth edition of the best selling Marketing will pique your curiosity with a fascinating contemporary and motivational insight into this dynamic subject The book is accompanied by an Online Resource Centre that features For everyone Practitioner Insight videos Library of video links Worksheets For students Author Audio Podcasts Multiple choice questions Flashcard glossaries Employability guidance and marketing careers insights Internet activities Research insights Web links For lecturers VLE content PowerPoint Slides Test bank Essay Questions Tutorial Activities Marketing Resource Bank Pointers on Answering Discussion questions Figures and Tables from the book Transcripts to accompany the practitioner insight videos

Public Relations Theory in Practice Timothy Penning, 2025-06-02 There is nothing more real than theory Today's public relations professionals need to account to management and clients for whether they have caused stakeholders to make meaningful change in their attitudes and behaviors that match organizational objectives This requires strategy based on established theory that is well reasoned and tested not just informed guesses and clever tactics This book is an overview of theories that are relevant to a strategic practice of public relations Brief theory explanations are followed by specific strategic applications in everything from segmenting publics to planning research to strategic messaging to setting campaign objectives and counseling organizational leadership A public relations professional who understands and applies theory will be more strategic

Theory and Practice in Hospitality and Tourism Research Salleh Mohd Radzi, Mohd Faez Saiful Bakhtiar, Zurinawati Mohi, Mohd Salehuddin Mohd Zahari, Norzuwana Sumarjan, C.T. Chik, Faiz Izwan Anuar, 2014-08-12 Theory and Practice in Hospitality and Tourism Research includes 111 contributions from the 2nd International Hospitality and Tourism Conference 2014 Penang Malaysia 2 4 September 2014 and covers a comprehensive range of topics including Hospitality management Hospitality tourism marketing Tourism management Technology innova

Marketing for CPAs, Accountants, and Tax Professionals William J. Winston, 1995 The

contributing authors to Marketing for CPAs Accountants and Tax Professionals combine their expertise into a reference manual for today's accountant Presented in four sections the book covers all areas pertinent to effective marketing for accounting firms in the 90s and beyond The Marketing Process Are Accountants Responding to the Challenge of Change Marketing by CPA Firms Room for Improvement Has the Household User Profile for Accounting Services Changed The Small Accounting Firm Managing the Dynamics of the Marketing Function Perspectives on Marketing Professional Tax Service Marketing From a Consumer Buyer Behavior Perspective Price of Tax Preparation Services and the CPA Credential on Perceived Quality of Service Marketing Implications for Small CPA Firms Based on Clients Criteria for Selection and Retention Advertising Advertising by Accountants Attitudes Practice and Their Use of Marketing Tools A Survey of the Utilization of Advertising by CPA Firms The Changing Face of Accounting Advertising Marketing Tools and Strategies Marketing Financial Planning Services Highlights of a Survey of CPAs Strategic Marketing Planning for the Development of the Small Accounting Practice A Complete Positioning Strategy for the Professional Services Firm Practical Approaches for Evaluating the Quality of Professional Accounting Services An Empirical Investigation of the Pricing of Professional Services Applied to Public Accounting

Contemporary Issues in Business, Economics and Finance Simon Grima, Ercan Özen, Hakan Boz, 2020-09-02 Contemporary Studies in Economic and Financial Analysis CSEF 104 dedicates 16 chapters in articles and studies on Contemporary Issues of Business Economics and Finance Authors contributed from the International Applied Social Science Congress held in Turkey

Relationship Theory and Business Markets Michael Kleinaltenkamp, Michael Ehret, 2006

Impact of Digital Transformation on the Development of New Business Models and Consumer Experience Rodrigues, Maria Antónia, Proença, João F., 2022-03-11 In a highly competitive market digital transformation with internet of things artificial intelligence and other innovative technological trends are elements of differentiations and are important milestones in business development and consumer interaction particularly in services As a result there are several new business models anchored in these digital and technological environments and new experiences provided to services consumers and firms that need to be examined Impact of Digital Transformation on the Development of New Business Models and Consumer Experience provides relevant theoretical and empirical research findings and innovative and multifaceted perspectives on how digital transformation and other innovative technologies can drive new business models and create valued experiences for consumers and firms Covering topics such as business models consumer behavior and gamification this publication is ideal for industry professionals managers business owners practitioners researchers professors academicians and students

Modern Perspectives on Virtual Communications and Social Networking Thakur, Jyotsana, 2018-10-12 With the prevalence of social media businesses and other organizations have a growing need to utilize various online media platforms and sites to engage and interact with their potential consumer base Virtual communities and social networking can provide an effective escape route from the limits imposed by traditional media Using optimal strategies

can lead to more successful outcomes when using these platforms Modern Perspectives on Virtual Communications and Social Networking provides innovative insights into connection and conversation through internet media that foster trust commitment and transparency in business The content within this publication represents the potential to create virtual bonds with consumers through the observation of buying behavior social media best practices and digital marketing strategies It is designed for business professionals academicians consultants managers marketers and researchers and covers topics centered on the use of online media as a method of reaching a wider population **ePub - European Conference on Social Media** Sue Greener,Asher Rospigliosi,2014-11-07 *Oceania Entrepreneurship* Vanessa Ratten,2022-01-11 This book focuses on the growth of entrepreneurship in Oceania This means focusing on cultural endeavors as well as digital and technology based forms of entrepreneurship It is the first to explore how Oceania has a distinctive type of business appeal given its strategic position in the world Whilst other regions such as North America Europe and Africa have been studied in terms of entrepreneurial endeavors there is a lack of research on Oceania despite it being a unique and important region This book thus fills this gap by taking a progressive approach as to how entrepreneurship in Oceania is managed emphasizing the growth of new economic segments and changing geo political powers

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